Esso Card™ logo

The Esso Card™ logo is the visual representation of the Esso Card™ brand.

Avoid changing the proportions, style, and color of the logo. Only authorized artwork of the logo should be used for reproduction.

Logo color
Always adhere to color specifications to ensure consistent presentation of our logo. For all print communications, refer to Pantone® or CMYK specifications. For all digital communications (e.g., PowerPoint® presentations or on a website), refer to RGB or Hex specifications.

Clear space
A minimum amount of clear space should always surround the logo, separating it from other graphic elements. This protected area preserves the legibility and visual impact of the logo.

The minimum clear space is equal to the height of the "E" in Esso mark on all sides of the logo. When placed on the ExxonMobil Blue background, the minimum clear space may be equal to 1/2 of the height of the "E" in Esso mark on all sides of the logo.

Minimum size
Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications.

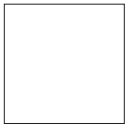
To ensure quality reproduction, the logo may not be reproduced with the height of the "E" in Esso mark smaller than 0.156 inches; 4 mm; or 11 pixels.

Note: All logo variations share the same clear space and minimum size specifications.

Logo color

ExxonMobil Red

ExxonMobil Blue



White

	ExxonMobil Red	ExxonMobil Blue	White
Pantone	485 C	293 C	n/a
CMYK	0 100 90 0	100 60 0 0	0 0 0 0
RGB	254 0 12	12 71 157	255 255 255
HEX	#D42E12	#0047BA	#FFFFFF

Clear space

Note: When placed on the ExxonMobil Blue background, the minimum clear space may be equal to 1/2 of the height of the "E" in Esso wordmark on all sides of the logo.

Minimum size

0.156 in or
4mm or 11px

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Esso Card™ logo variations

Using the appropriate logo variations is critical on every application. When selecting the logo, consider the space in which the logo will be shown to ensure legibility and visual impact of the logo.

The color-positive and color-reverse logos are the preferred versions. Use the color-positive version on all white or light backgrounds. Use the color-reverse version on black or dark backgrounds. One-color versions may be used when print color is limited.

Use of Esso Card™ name
When communicating about the Esso Card™ network, follow these principles to ensure consistent and accurate global use:

- Always write Esso Card™ with capitals "E" and "C."
- Place a ™ symbol on the shoulder of the word "Card" in the first appearance of the trademark in the text (Esso Card™).
- Always use Esso Card™ as an adjective or modifier, never as a verb or a noun e.g., Esso Card™ network, Esso Card™ fuel card, etc.
- In headlines and body copy, write Esso Card™ in straight type. Never use the logo artwork in headlines or body copy.
- In rare instances, where the use of Esso Card™ as a noun cannot be avoided, use "Esso card" (with a lowercase "c" and without ™) for English communications. For communications in other languages, "ESSO CARD™" (all capital letters and with ™) may be used.

2-Line color positive

esso_card_tm_cmyk.eps
esso_card_tm_rgb.eps
esso_card_tm_rgb.png

2-Line one color positive

esso_card_tm_black.eps
esso_card_tm_black.png

2-Line one color reverse pattern (preferred)

esso_card_tm_rev_pattern_cmyk.eps
esso_card_tm_rev_pattern_rgb.eps
esso_card_tm_rev_pattern_rgb.png

2-Line color reverse

esso_card_tm_rev_cmyk.eps
esso_card_tm_rev_rgb.eps
esso_card_tm_rev_rgb.png

2-Line one color reverse

esso_card_tm_white.eps
esso_card_tm_white.png

Note: Within these guidelines, logos are occasionally displayed within a box or shape. This treatment is for display purposes only. Always adhere to clear space specifications.

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